



June 24, 2011

Dear Customer,

Fresh Products announces a price increase that will take effect August 1, 2011. Over the past 12 months, we have absorbed significant increases in raw materials and freight.

- Para 60%
- Petroleum Based Raw Materials 10%
- Freight 4%
- Packaging 6%

Below is an outline of Fresh Products Price Increases by category:

- Para 8%
- Non-Para 5%
- Eco-Fresh 5%
- Liquids 5%
- Soap 5%
- FSB 5%
- Fusion 5%

We will also improve our pricing practices to more accurately reflect our ever-changing product line. Price brackets will now be evaluated by dollars rather than cases. Freight Prepaid will also move to \$1600. (Previously \$1400)

Pricing columns will be:

- Less than \$1000
- \$1000 to \$1599
- \$1600 to \$2399
- \$2400 or greater

We appreciate your business and look forward to a great 2011. An updated price list will be provided by July 1<sup>st</sup>. Please contact Pat Marcanio, Becky Hayden or your sales representative for more details.

Sincerely,

Doug Brown  
CEO